

<i>SERFF Tracking Number:</i>	<i>CCGC-127922380</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Connecticut General Life Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>LOGO FILING</i>		
<i>TOI:</i>	<i>L08 Life - Other</i>	<i>Sub-TOI:</i>	<i>L08.000 Life - Other</i>
<i>Product Name:</i>	<i>Logo Filing</i>		
<i>Project Name/Number:</i>	<i>Logo Filing/Logo Filing</i>		

## Filing at a Glance

Company: Connecticut General Life Insurance Company

Product Name: Logo Filing

SERFF Tr Num: CCGC-127922380 State: Arkansas

TOI: L08 Life - Other

SERFF Status: Closed-Accepted State Tr Num:

For Informational Purposes

Sub-TOI: L08.000 Life - Other

Co Tr Num: LOGO FILING

State Status: Filed-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Author: Julie Levine

Disposition Date: 01/18/2012

Date Submitted: 01/13/2012

Disposition Status: Accepted For

Informational Purposes

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

## General Information

Project Name: Logo Filing

Status of Filing in Domicile: Pending

Project Number: Logo Filing

Date Approved in Domicile:

Requested Filing Mode: Informational

Domicile Status Comments: This informational filing was submitted to our domiciliary state of Connecticut on 1/13/2011.

Explanation for Combination/Other:

Market Type: Group

Submission Type: New Submission

Group Market Size: Small and Large

Group Market Type: Employer

Overall Rate Impact:

Filing Status Changed: 01/18/2012

State Status Changed: 01/18/2012

Deemer Date:

Created By: Julie Levine

Submitted By: Julie Levine

Corresponding Filing Tracking Number:

Filing Description:

Informational filing of new logo. A depiction of the new logo is attached to the Supporting Documentation tab. Also, the cover letter contains the list of forms in which the new logo will replace the old.

## Company and Contact

### Filing Contact Information

Julie A. Levine, Sr. Regulatory Compliance

julie.levine@cigna.com

SERFF Tracking Number: CCGC-127922380 State: Arkansas  
Filing Company: Connecticut General Life Insurance Company State Tracking Number:  
Company Tracking Number: LOGO FILING  
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other  
Product Name: Logo Filing  
Project Name/Number: Logo Filing/Logo Filing

**Analyst**

Wilde Building, A4COL 860-226-9019 [Phone]  
900 Cottage Grove Road 860-226-8292 [FAX]  
Hartford, CT 06152

**Filing Company Information**

Connecticut General Life Insurance Company	CoCode: 62308	State of Domicile: Connecticut
Wilde Building, A4COL	Group Code: 901	Company Type:
900 Cottage Grove Road	Group Name:	State ID Number:
Hartford, CT 06152	FEIN Number: 06-0303370	
(800) 225-0646 ext. [Phone]		

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**Filing Fees**

Fee Required? No  
Retaliatory? No  
Fee Explanation:  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Connecticut General Life Insurance Company	\$0.00	01/13/2012	

SERFF Tracking Number:	CCGC-127922380	State:	Arkansas
Filing Company:	Connecticut General Life Insurance Company	State Tracking Number:	
Company Tracking Number:	LOGO FILING		
TOI:	L08 Life - Other	Sub-TOI:	L08.000 Life - Other
Product Name:	Logo Filing		
Project Name/Number:	Logo Filing/Logo Filing		

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Linda Bird Informational Purposes		01/18/2012	01/18/2012

<i>SERFF Tracking Number:</i>	<i>CCGC-127922380</i>	<i>State:</i>	<i>Arkansas</i>
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<i>Company Tracking Number:</i>	<i>LOGO FILING</i>		
<i>TOI:</i>	<i>L08 Life - Other</i>	<i>Sub-TOI:</i>	<i>L08.000 Life - Other</i>
<i>Product Name:</i>	<i>Logo Filing</i>		
<i>Project Name/Number:</i>	<i>Logo Filing/Logo Filing</i>		

## Disposition

Disposition Date: 01/18/2012

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number:	CCGC-127922380	State:	Arkansas
Filing Company:	Connecticut General Life Insurance Company	State Tracking Number:	
Company Tracking Number:	LOGO FILING		
TOI:	L08 Life - Other	Sub-TOI:	L08.000 Life - Other
Product Name:	Logo Filing		
Project Name/Number:	Logo Filing/Logo Filing		

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Cover Letter		Yes
Supporting Document	Logo Sheet		Yes

SERFF Tracking Number: CCGC-127922380 State: Arkansas  
Filing Company: Connecticut General Life Insurance Company State Tracking Number:  
Company Tracking Number: LOGO FILING  
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other  
Product Name: Logo Filing  
Project Name/Number: Logo Filing/Logo Filing

## Supporting Document Schedules

		Item Status:	Status Date:
<b>Bypassed - Item:</b>	Flesch Certification		
<b>Bypass Reason:</b>	Not applicable		
<b>Comments:</b>			
		Item Status:	Status Date:
<b>Bypassed - Item:</b>	Application		
<b>Bypass Reason:</b>	Not applicable		
<b>Comments:</b>			
		Item Status:	Status Date:
<b>Satisfied - Item:</b>	Cover Letter		
<b>Comments:</b>			
<b>Attachment:</b>			
AR-New Logo-Cover Ltr.pdf			
		Item Status:	Status Date:
<b>Satisfied - Item:</b>	Logo Sheet		
<b>Comments:</b>			
<b>Attachment:</b>			
Logo Sheet - AR.pdf			

**Julie A. Levine, J.D.**  
**Connecticut General Life Insurance Company**  
900 Cottage Grove Rd, A4COL  
Bloomfield, CT 06002  
Telephone 860-226-9019  
Facsimile 860-226-8292



January 13, 2012

FILED VIA SERFF

The Honorable Jay Bradford  
Insurance Commissioner  
Arkansas Department of Insurance  
1200 W. Third Street  
Little Rock, AR 72201-1904

Attention: Linda Bird  
Life & Health Division

RE: Connecticut General Life Insurance Company ("CGLIC")  
NAIC #62308

New Logo for the following forms:  
B20001 AR (2011) – Master Application  
B20003 AR (2011) – Variable Enrollment Form  
B20004 AR (2011) – Enrollment Form  
B10328 AR (2011) – Consent/Enrollment Form  
B10404 (12/01) AR - Notice and Consent Form For Aids Virus (HIV) Testing  
Life App (03/03) – Corporate Life Insurance Application  
Life App Part II (03/03) – Part II of Corporate Life Insurance Application  
Supp App (03/03) – Corporate Life Insurance Supplementary Application  
Avia Supp AR (2011) – Aviation Supplemental Application  
Avoc Supp AR (2011) – Avocation and Sports Questionnaire  
For Trav Supp AR (2011) – Foreign Travel or Residence Supplemental Application

Dear Ms. Bird:

Connecticut General Life Insurance Company respectfully submits this informational filing to notify you of our new logo. The above is a list of forms with which the Company's new logo will be used. The new logo will replace the previous logo with which the forms were initially approved. The original approval dates of the applications are as follows:

B20001 AR (2011) – 10/24/11  
B20003 AR (2011) – 10/24/11  
B20004 AR (2011) – 10/24/11  
B10328 Rev.12/06 – 10/24/11  
B10404 (12/01) AR – 1/8/02  
Life App (03/03) – 9/24/03  
Life App Part II (03/03) – 7/2/03  
Supp App (03/03) – 7/2/03  
Avia Supp AR (2011) – 10/24/11  
Avoc Supp AR (2011) – 10/24/11  
For Trav Supp AR (2011) – 10/24/11

These applications are for use with all of our policies approved in Arkansas, both Individual and Group (even though SERFF requires a selection of one or the other.) The only change to the approved forms is the replacement of Cigna's old logo with it's new one. A copy of both the old logo and new logo are attached for your reference.

Thank you for your time. Please feel free to contact me via SERFF, by phone (860-226-9019), or by email ([Julie.Levine@CIGNA.com](mailto:Julie.Levine@CIGNA.com)), or if you have any questions or concerns regarding this submission.

Sincerely,

A handwritten signature in cursive script that reads "Julie A. Levine".

Julie A. Levine  
Sr. Compliance Analyst

For forms: B10404 (12/01) AR, Life App (03/03), Life App Part II (03/03), Supp App (03/03)

Old Logo

Black & White



CIGNA

Color



CIGNA

New Logo

Black & White



Cigna

Color



Cigna

For forms: B20001 AR (2011), B20003 AR (2011), B20004 AR (2011), B10328 AR (2011), Avia Supp AR (2011), Avoc Supp AR (2011), For Trav Supp AR (2011)

These forms were recently approved with the new horizontal label, and we wish to replace it with the new vertical logo.

Old Logo



New Logo

Black & White



Cigna

Color



Cigna